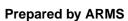




		Counties: Elmore, AL
00,00	2000 Total Population	65,874
	2000 Group Quarters	5,341
	2008 Total Population	78,732
	2013 Total Population	87,551
	2008 - 2013 Annual Rate	2.15%
0_0	2000 Households	22,737
	2000 Average Household Size	2.66
411 1	2008 Households	27,631
	2008 Average Household Size	2.64
	2013 Households	31,132
	2013 Average Household Size	2.62
	2008 - 2013 Annual Rate	2.41%
	2000 Families	17,542
	2000 Average Family Size	3.07
	2008 Families	21,117
	2008 Average Family Size	3.07
	2013 Families	23,599
	2013 Average Family Size	3.08
	2008 - 2013 Annual Rate	2.25%
	2000 Housing Units	25,733
	Owner Occupied Housing Units	71.9%
	Renter Occupied Housing Units	16.5%
	Vacant Housing Units	11.6%
	2008 Housing Units	30,637
	Owner Occupied Housing Units	73.9%
	Renter Occupied Housing Units	16.3%
	Vacant Housing Units	9.8%
	2013 Housing Units Owner Occupied Housing Units	33,996 74.4%
	Renter Occupied Housing Units	17.2%
	Vacant Housing Units	8.4%
	vacant riousing office	0.470
	Median Household Income	044.047
	2000	\$41,317
	2008	\$49,149 \$54,400
	2013 Median Home Value	\$54,492
	2000	\$88,340
	2008	\$125,750
	2013	\$123,730 \$130,615
	Per Capita Income	φ130,013
	2000	\$17,650
	2008	\$21,438
	2013	\$23,583
	Median Age	Ψ25,000
	2000	35.3
	2008	36.8
	2013	37.8

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

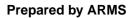




	Counties. Limore, AL
2000 Households by Income	
Household Income Base	22,692
< \$15,000	14.8%
\$15,000 - \$24,999	12.4%
\$25,000 - \$34,999	14.2%
\$35,000 - \$49,999	18.9%
\$50,000 - \$74,999	21.8%
\$75,000 - \$99,999	9.7%
\$100,000 - \$149,999	5.7%
\$150,000 - \$199,999	1.2%
\$200,000+	1.3%
Average Household Income	\$49,916
2008 Households by Income	07.004
Household Income Base	27,631
< \$15,000 \$15,000 - \$24,999	12.1% 9.6%
\$15,000 - \$24,999 \$25,000 - \$34,999	11.8%
\$35,000 - \$54,999 \$35,000 - \$49,999	17.3%
\$50,000 - \$74,999 \$50,000 - \$74,999	23.1%
\$75,000 - \$99,999	15.1%
\$100,000 - \$149,999	7.4%
\$150,000 - \$199,999	2.0%
\$200,000+	1.5%
Average Household Income	\$58,560
2013 Households by Income	
Household Income Base	31,132
< \$15,000	10.7%
\$15,000 - \$24,999	8.6%
\$25,000 - \$34,999	9.9%
\$35,000 - \$49,999	16.3%
\$50,000 - \$74,999	24.2%
\$75,000 - \$99,999	17.1%
\$100,000 - \$149,999	9.3%
\$150,000 - \$199,999	2.1%
\$200,000+	1.8%
Average Household Income	\$63,786
2000 Owner Occupied HUs by Value	
Total	18,507
<\$50,000	20.8%
\$50,000 - 99,999	38.4%
\$100,000 - 149,999	20.7%
\$150,000 - 199,999	10.3%
\$200,000 - \$299,999	6.7%
\$300,000 - 499,999	2.6%
\$500,000 - 999,999	0.4%
\$1,000,000+	0.2%
Average Home Value	\$109,352
2000 Specified Renter Occupied HUs by Contract Rent	_
Total	3,997
With Cash Rent	87.4%
No Cash Rent	12.6%
Median Rent	\$362 \$375
Average Rent	\$375

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied HUs exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.



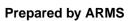




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2000 Population by Age	
Total	65,874
0 - 4	6.6%
5 - 9	7.3%
10 - 14	7.4%
15 - 19	6.9%
20 - 24	6.2%
25 - 34	15.1%
35 - 44	17.0%
45 - 54	13.9%
55 - 64	8.8%
65 - 74	5.9%
75 - 84	3.6%
85+	1.3%
18+	74.3%
2008 Population by Age	
Total	78,732
0 - 4	6.8%
5 - 9	6.4%
10 - 14	6.5%
15 - 19	6.5%
20 - 24	6.8%
25 - 34	14.2%
35 - 44	15.3%
45 - 54	14.9%
55 - 64	11.4%
65 - 74	6.4%
75 - 84	3.5%
85+	1.4%
18+	76.4%
2013 Population by Age	
Total	87,551
0 - 4	6.8%
5 - 9	6.4%
10 - 14	6.5%
15 - 19	6.3%
20 - 24	6.4%
25 - 34	13.8%
35 - 44	14.3%
45 - 54	15.0%
55 - 64	12.5%
65 - 74	6.9%
75 - 84	3.6%
85+	1.5%
18+	76.5%
2000 Population by Sex	
Males	50.6%
Females	49.4%
2008 Population by Sex	45.470
Males	50.5%
Females	
	49.5%
2013 Population by Sex	
Males	50.3%
Females	49.7%



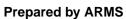




	2000 Population by Race/Ethnicity	
	Total	65,874
	White Alone	77.0%
	Black Alone	20.6%
	American Indian Alone	0.4%
	Asian or Pacific Islander Alone	0.4%
	Some Other Race Alone	0.5%
	Two or More Races	1.0%
	Hispanic Origin	1.2%
	Diversity Index	37.9
	2008 Population by Race/Ethnicity	
	Total	78,732
	White Alone	75.1%
	Black Alone	21.9%
	American Indian Alone	0.5%
	Asian or Pacific Islander Alone	0.5%
	Some Other Race Alone	0.7%
	Two or More Races	1.3%
	Hispanic Origin	1.9%
	Diversity Index	41.1
	,	
	2013 Population by Race/Ethnicity	
	Total	87,551
	White Alone	73.9%
	Black Alone	22.6%
	American Indian Alone	0.5%
	Asian or Pacific Islander Alone	0.7%
	Some Other Race Alone	0.9%
	Two or More Races	1.5%
	Hispanic Origin	2.3%
	Diversity Index	43.0
<b>4</b>	2000 Population 3+ by School Enrollment	
	Total	63,390
<b>A</b>	Enrolled in Nursery/Preschool	1.8%
	Enrolled in Kindergarten	1.3%
	Enrolled in Grade 1-8	13.1%
	Enrolled in Grade 9-12	6.0%
	Enrolled in College	2.9%
	Enrolled in Grad/Prof School	0.6%
	Not Enrolled in School	74.2%
	Not Emolica in Concor	7 1.270
	2008 Population 25+ by Educational Attainment	
	Total	52,776
	Less than 9th Grade	5.0%
	9th - 12th Grade, No Diploma	13.3%
	High School Graduate	35.3%
	Some College, No Degree	21.6%
	Associate Degree	6.4%
	Bachelor's Degree	11.5%
	Graduate/Professional Degree	6.8%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ ethnic groups.







(Ô)	2008 Population 15+ by Marital Status	
	Total	63,221
	Never Married	22.8%
	Married	59.6%
	Widowed	5.7%
	Divorced	11.9%
NAN	2000 Population 16+ by Employment Status	
1	Total	50,934
	In Labor Force	59.0%
	Civilian Employed	54.9%
	Civilian Unemployed	2.9%
	In Armed Forces	1.2%
	Not in Labor Force	41.0%
	2008 Civilian Population 16+ in Labor Force	
	Civilian Employed	94.2%
	Civilian Unemployed	5.8%
	2013 Civilian Population 16+ in Labor Force	
	Civilian Employed	94.7%
	Civilian Unemployed	5.3%
	2000 Females 16+ by Employment Status and Age of Children	
	Total	25,271
	Own Children < 6 Only	7.5%
	Employed/in Armed Forces	4.5%
	Unemployed	0.4%
	Not in Labor Force	2.6%
	Own Children < 6 and 6-17 Only	6.9%
	Employed/in Armed Forces	4.1%
	Unemployed	0.2%
	Not in Labor Force	2.5%
	Own Children 6-17 Only	19.7%
	Employed/in Armed Forces	14.6%
	Unemployed	0.5%
	Not in Labor Force	4.5%
	No Own Children < 18	66.0%
	Employed/in Armed Forces	29.1%
	Unemployed	1.9%
	Not in Labor Force	35.0%



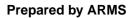




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		Counties: Elmore, AL
1	2008 Employed Population 16+ by Industry	
	Total	32,927
•	Agriculture/Mining	1.0%
	Construction	10.1%
	Manufacturing	11.8%
	Wholesale Trade	3.6%
	Retail Trade	11.8%
	Transportation/Utilities	4.9%
	Information	1.1%
	Finance/Insurance/Real Estate	7.0%
	Services	39.0%
	Public Administration	9.7%
	2008 Employed Population 16+ by Occupation	
	Total	32,927
	White Collar	56.7%
	Management/Business/Financial	12.9%
	Professional	18.3%
	Sales	10.5%
	Administrative Support	15.1%
	Services	14.4%
	Blue Collar	28.8%
	Farming/Forestry/Fishing	0.5%
	Construction/Extraction	7.7%
	Installation/Maintenance/Repair	6.6%
	Production	7.7%
	Transportation/Material Moving	6.4%
1	2000 Workers 16+ by Means of Transportation to Work	
Þ	Total	28,143
	Drove Alone - Car, Truck, or Van	84.4%
	Carpooled - Car, Truck, or Van	12.1%
	Public Transportation	0.2%
	Walked	0.7%
	Other Means	0.4%
	Worked at Home	2.2%
	2000 Workers 16+ by Travel Time to Work	
	Total	28,143
	Did Not Work at Home	97.8%
	Less than 5 minutes	2.0%
	5 to 9 minutes	6.6%
	10 to 19 minutes	21.4%
	20 to 24 minutes	15.1%
	25 to 34 minutes	26.1%
	35 to 44 minutes	10.3%
	45 to 59 minutes	10.6%
	60 to 89 minutes	2.9%
	90 or more minutes	2.7%
	Worked at Home	2.2%
	Average Travel Time to Work (in min)	28.7
	2000 Households by Vehicles Available	
	Total	22,737
	None	4.1%
	1	25.2%
	2	44.8%
	3	18.9%
	4	5.0%
	5+	2.0%
	Average Number of Vehicles Available	2.0







0.0	2000 Households by Type	
46	Total	22,737
#Bit	Family Households	77.2%
	Married-couple Family	61.4%
	With Related Children	29.8%
	Other Family (No Spouse)	15.8%
	With Related Children	10.7%
	Nonfamily Households	22.8%
	Householder Living Alone	20.0%
	Householder Not Living Alone	2.8%
	Households with Related Children	40.5%
	Households with Persons 65+	21.4%
	2000 Households by Size	00 707
	Total	22,737
	1 Person Household	20.0%
	2 Person Household	34.7%
	3 Person Household	19.4%
	4 Person Household	16.2%
	5 Person Household	6.5%
	6 Person Household	2.0%
	7+ Person Household	1.2%
	2000 Households by Year Householder Moved In	
	Total	22,737
	Moved in 1999 to March 2000	17.2%
	Moved in 1995 to 1998	31.3%
	Moved in 1990 to 1994	17.4%
	Moved in 1980 to 1989	15.9%
	Moved in 1970 to 1979	10.0%
	Moved in 1969 or Earlier	8.3%
	Median Year Householder Moved In	1995
	2000 Housing Units by Units in Structure	
		25,733
<b>8</b>	1, Detached	73.1%
	1, Attached	1.0%
	2	0.7%
	3 or 4	1.7%
	5 to 9	1.9%
	10 to 19	1.0%
	20+	0.4%
	Mobile Home	20.2%
		20.270

2000 Housing Uni	its by Year	Structure	Built
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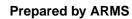
Total	25,733
1999 to March 2000	3.8%
1995 to 1998	16.8%
1990 to 1994	13.0%
1980 to 1989	18.4%
1970 to 1979	20.1%
1969 or Earlier	28.0%
Median Year Structure Built	1981

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

Other

0.2%







## **Top 3 Tapestry Segments**

1.Midland Crowd2.Southern Satellites3.Green Acres

2008 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

area. Expenditures are snown by broad budget categories that are not mutually exclusive. C	onsumer spending does not equal
Apparel & Services: Total \$	\$48,434,126
Average Spent	\$1,752.89
Spending Potential Index	φ1,732.09 65
Computers & Accessories: Total \$	\$4,982,160
Average Spent	\$180.31
Spending Potential Index	75
Education: Total \$	\$26,394,854
Average Spent	\$955.26
Spending Potential Index	ф933.20 69
Entertainment/Recreation: Total \$	\$85,469,465
Average Spent	\$3,093.25
Spending Potential Index	\$3,0 <del>9</del> 3.23
Food at Home: Total \$	\$109,148,637
Average Spent	\$3,950.22
Spending Potential Index	81 \$75,053,034
Food Away from Home: Total \$	\$75,252,934
Average Spent	\$2,723.50
Spending Potential Index	79 \$20,570,700
Health Care: Total \$	\$99,579,792
Average Spent	\$3,603.92
Spending Potential Index	88 \$47,200,000
HH Furnishings & Equipment: Total \$	\$47,268,800
Average Spent	\$1,710.72
Spending Potential Index	74
Investments: Total \$	\$19,328,139
Average Spent	\$699.51
Spending Potential Index	69
Retail Goods: Total \$	\$611,558,288
Average Spent	\$22,133.05
Spending Potential Index	82
Shelter: Total \$	\$312,923,583
Average Spent	\$11,325.09
Spending Potential Index	73
TV/Video/Sound Equipment: Total \$	\$31,401,595
Average Spent	\$1,136.46
Spending Potential Index	79
Travel: Total \$	\$39,663,710
Average Spent	\$1,435.48
Spending Potential Index	76
Vehicle Maintenance & Repairs: Total \$	\$22,383,785
Average Spent	\$810.10
Spending Potential Index	82

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.